

# MOHAMMAD AATIF

Data Analytics and Visualization Specialist | Power BI Developer

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## PROFESSIONAL SUMMARY

Results-driven Data Analytics professional with 6+ years of expertise in Microsoft Excel, Power BI, and data visualization. Certified Power BI Dashboard Developer skilled in DAX, data modeling, and creating interactive business intelligence solutions. Python-certified from IIT Madras with proven ability to transform complex datasets into actionable insights. Experienced in managing end-to-end analytics projects, optimizing data workflows, and delivering data-driven recommendations. Strong proficiency in advanced Excel (Pivot Tables, VLOOKUP, Macros), Python libraries (NumPy, Pandas, Matplotlib), and cloud analytics platforms.

## CORE COMPETENCIES

Power BI and DAX	Data Modeling	Python (NumPy, Pandas, Matplotlib)
Advanced Excel	Data Visualization	Power Query
Business Intelligence	Statistical Analysis	Dashboard Development
Google Cloud Analytics	Data Cleaning and Transformation	Reporting

## TECHNICAL SKILLS

**Analytics and BI Tools:** Power BI (DAX, Power Query, Data Modeling), Microsoft Excel (Advanced Formulas, Pivot Tables, VLOOKUP, Macros, Conditional Formatting), Google Cloud Platform, Tableau Basics

**Programming and Libraries:** Python, C++, C | NumPy, Pandas, Matplotlib, Seaborn | Jupyter Notebook

**Data Management:** Data Cleaning, ETL Processes, Database Management, Data Mining, Statistical Analysis

**Visualization and Reporting:** Interactive Dashboards, Business Reporting, Data Storytelling

## PROFESSIONAL EXPERIENCE

### Power BI Dashboard Developer and Data Analyst (Self-Employed)

Jan 2024 - Present

- Designed and deployed 3+ interactive Power BI dashboards with advanced DAX calculations, reducing reporting time by 50%
- Implemented data modeling and Power Query, processing 100K+ records with 99.9% accuracy
- Created dynamic KPI visualizations and business intelligence reports enabling data-driven decision-making
- Automated data refresh and transformation processes, improving efficiency by 40%

### Data Analytics and Excel Expert (Self-Employed)

Apr 2019 - Present

- Developed automated Excel templates and dashboards, streamlining data workflows and reducing manual effort by 60%
- Performed statistical analysis and trend identification on complex datasets, generating actionable business insights
- Created comprehensive analytical reports and presentations for stakeholder communication

### Data Entry and Database Management Specialist (Self-Employed)

Jan 2019 - Dec 2021

- Managed high-volume data operations with 99.8% accuracy, processing 50K+ records monthly
- Optimized data entry processes using Excel automation and Power Query, increasing productivity by 35%
- Maintained data integrity, quality control, and confidentiality standards across multiple databases

## EDUCATION

B.Tech in Computer Science and Engineering (AI/ML) | IITM University, Meerut

Expected 2028

ADCA Diploma (Advanced Computer Applications) | PTCE

Jan 2025

## KEY ANALYTICS PROJECTS

**HR Workforce Analytics Dashboard (Power BI):** Analyzed workforce attrition data using Power BI, Power Query, and DAX to identify key retention drivers. Built interactive visualizations enabling data-driven HR decisions and employee retention strategies. [\[View\]](#)

**Xiaomi Sales Performance Dashboard (Power BI):** Developed real-time sales tracking dashboard with KPIs, regional performance analysis, and trend visualization using DAX calculations and Power Query transformations. [\[View\]](#)

**Ecommerce Sales Performance Dashboard (Power BI):** Created dynamic attendance monitoring system tracking daily presence and monthly trends. Integrated Excel data with Power BI using Power Query for workforce management insights. [\[View\]](#)

**COVID-19 India Data Visualization (Excel):** Visualized state-wise COVID-19 data using Excel 3D Maps with separate scenes for confirmed, recovered, active, and death cases. Performed data cleaning and geographical visualization for August 2022 India data. [\[View\]](#)

**Excel Formula Master Sheet (Excel):** Developed comprehensive student result analysis and employee data system using advanced Excel formulas (VLOOKUP, IF, SUM, AVERAGE), conditional formatting, and data tables for automated grading and calculations. [\[View\]](#)

## CERTIFICATIONS AND CREDENTIALS

Python for Data Science - IIT Madras (64%)

Google Cloud Data Analytics Certificate

Advanced Excel Course - Certified

Python Essentials 1 and 2 - CISCO

Foundations of AI and LLM - IIT Roorkee

Microsoft Power BI - Great Learning

Power BI Data Modeling - Microsoft

Data Analytics Certification - Verified

Foundation to AI and Data Science - Samatrix.io

SOAR AI Series - NCVET and Microsoft

## ACHIEVEMENTS AND RECOGNITION

Google Cloud Skills Badge Holder - Demonstrated cloud analytics platform expertise

3rd Position - Digital Ads Making Competition, IITM University (Design and Analytics)

Skill India Digital Enthusiast Badge - National recognition for continuous learning in data analytics

AI Aware and AI Appreciate 2025 Badges - Recognition for AI and data science learning